



SOARING WITH THE WHY® .OS



2023 ANNUAL EVENT



When you believe in a thing,

DAN DOMINGUEZ

WHY INSTITUTE CGO & EVENT MC

INTRO



OPENING SESSION

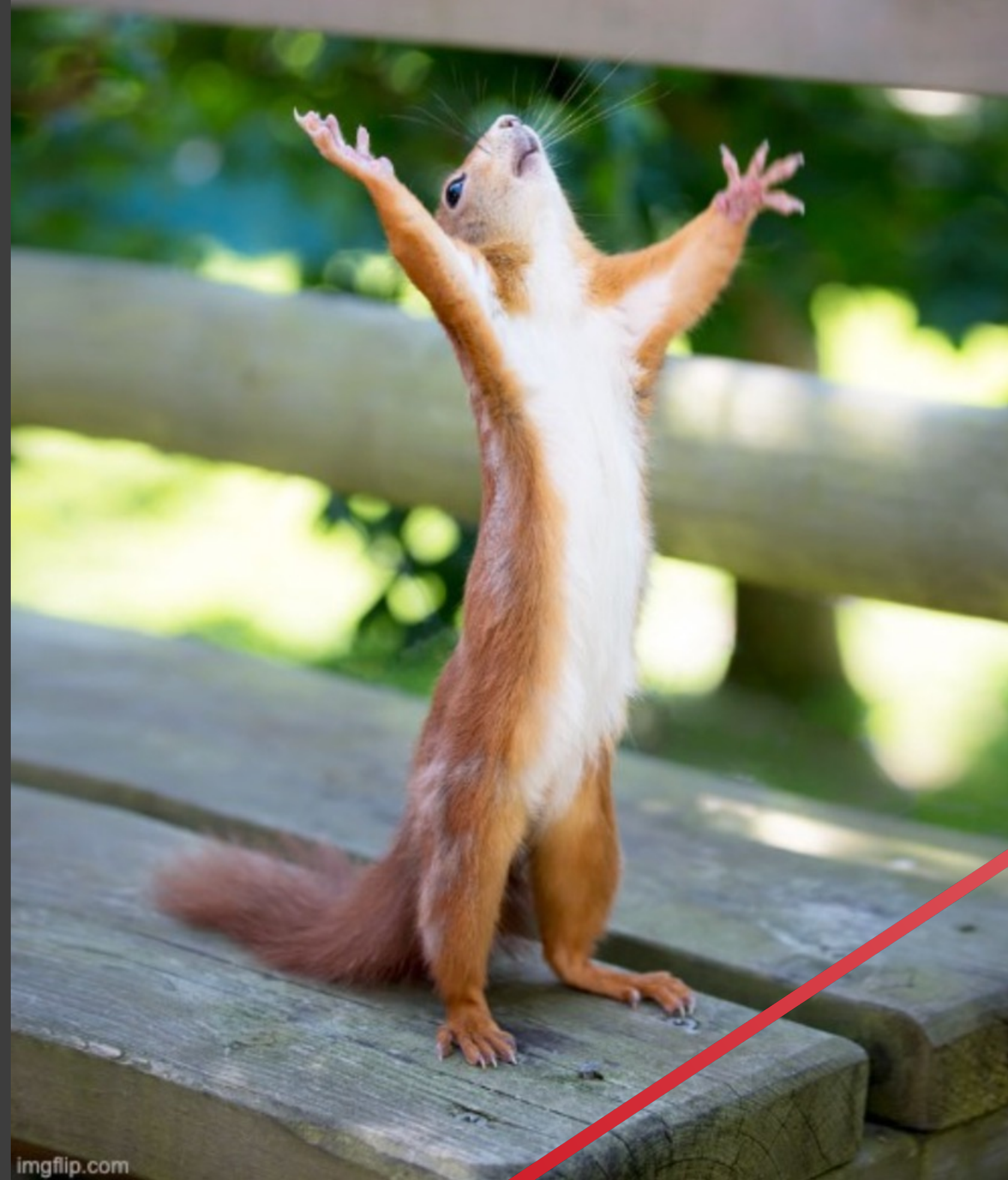


DR. GARY SANCHEZ

WHY®



YEAH - I GOT THIS!



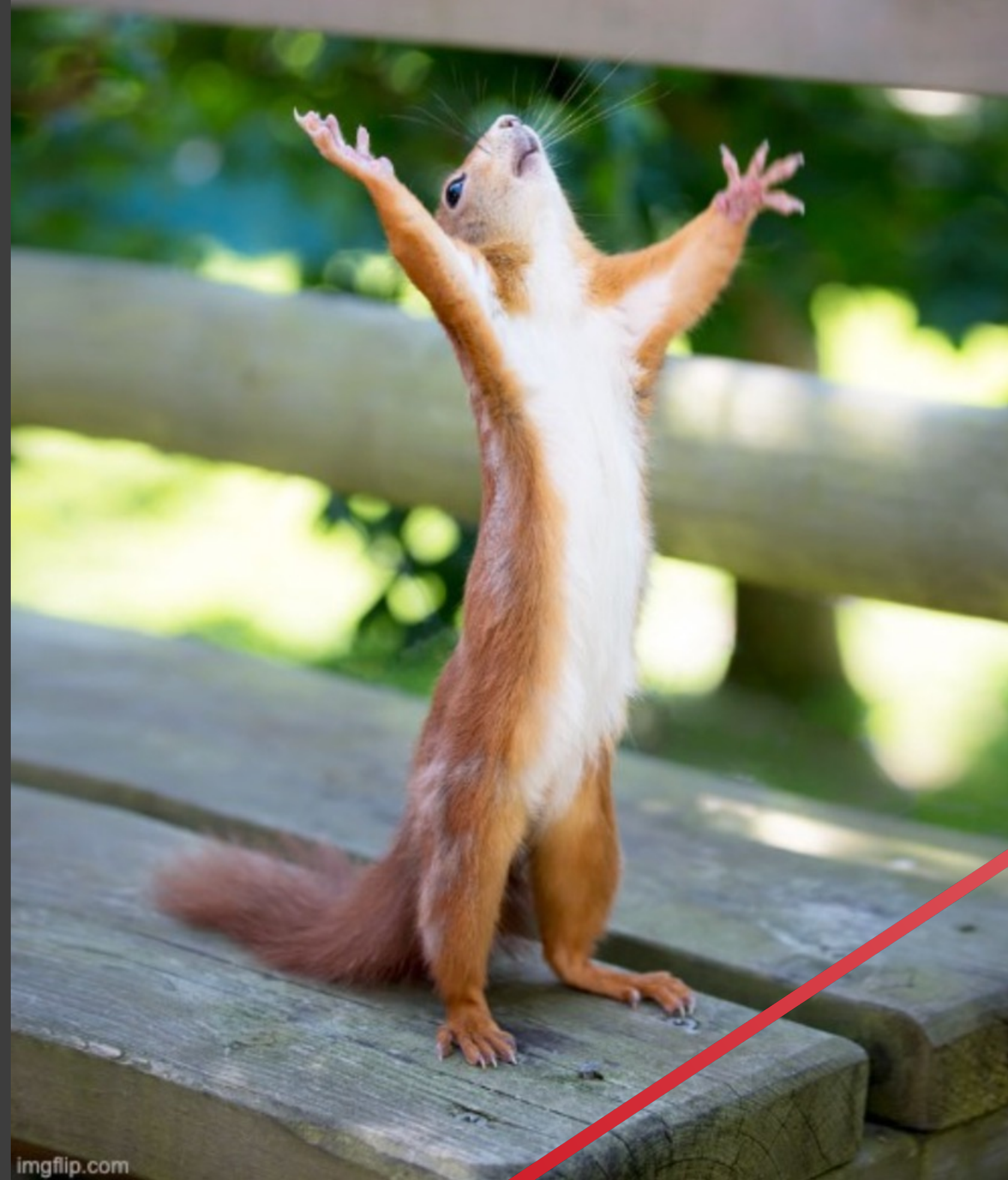
imgflip.com

WHY®

Family

WHY®

YEAH - I GOT THIS!



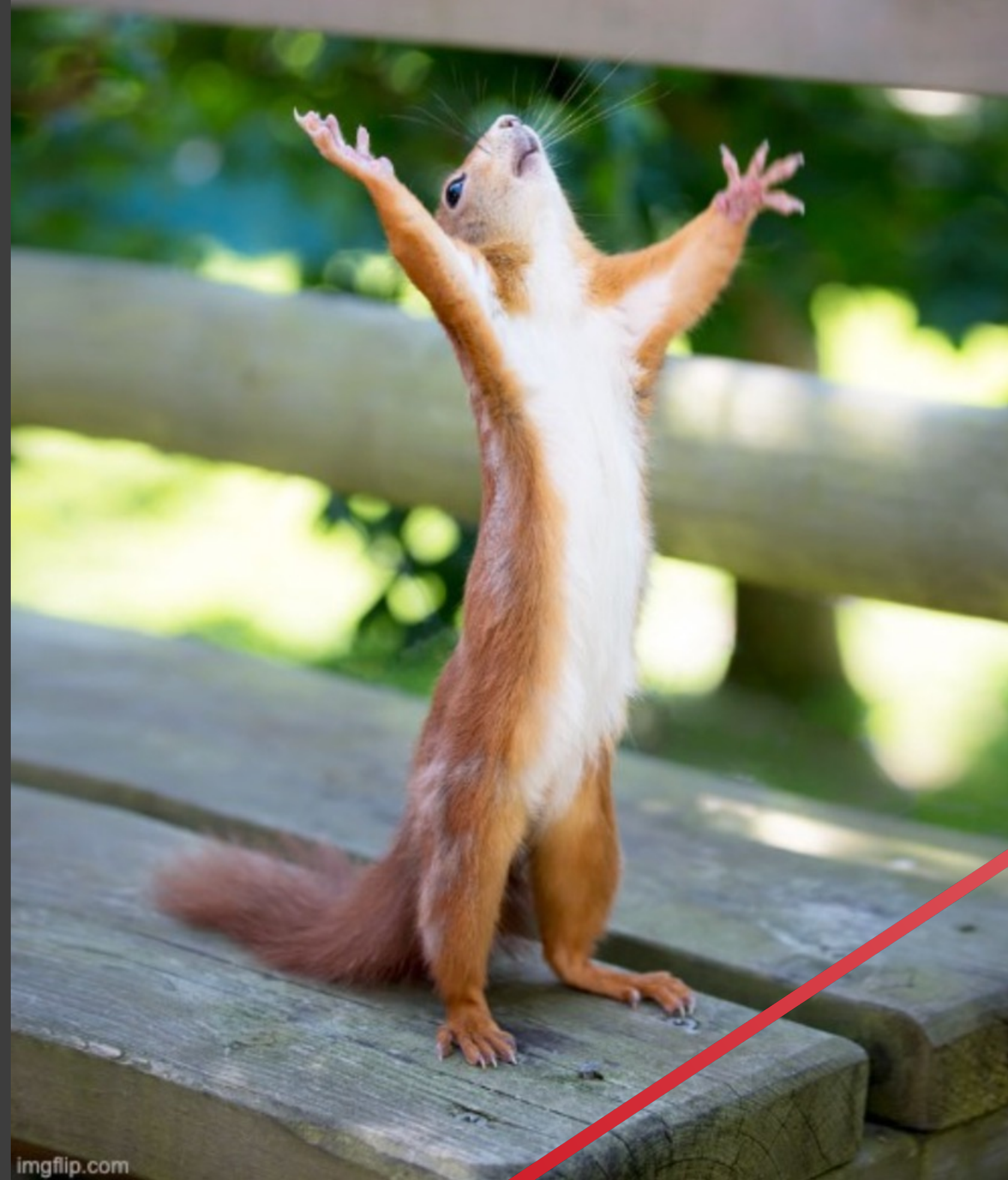
imgflip.com

WHY®

Friend

WHY®

YEAH - I GOT THIS!



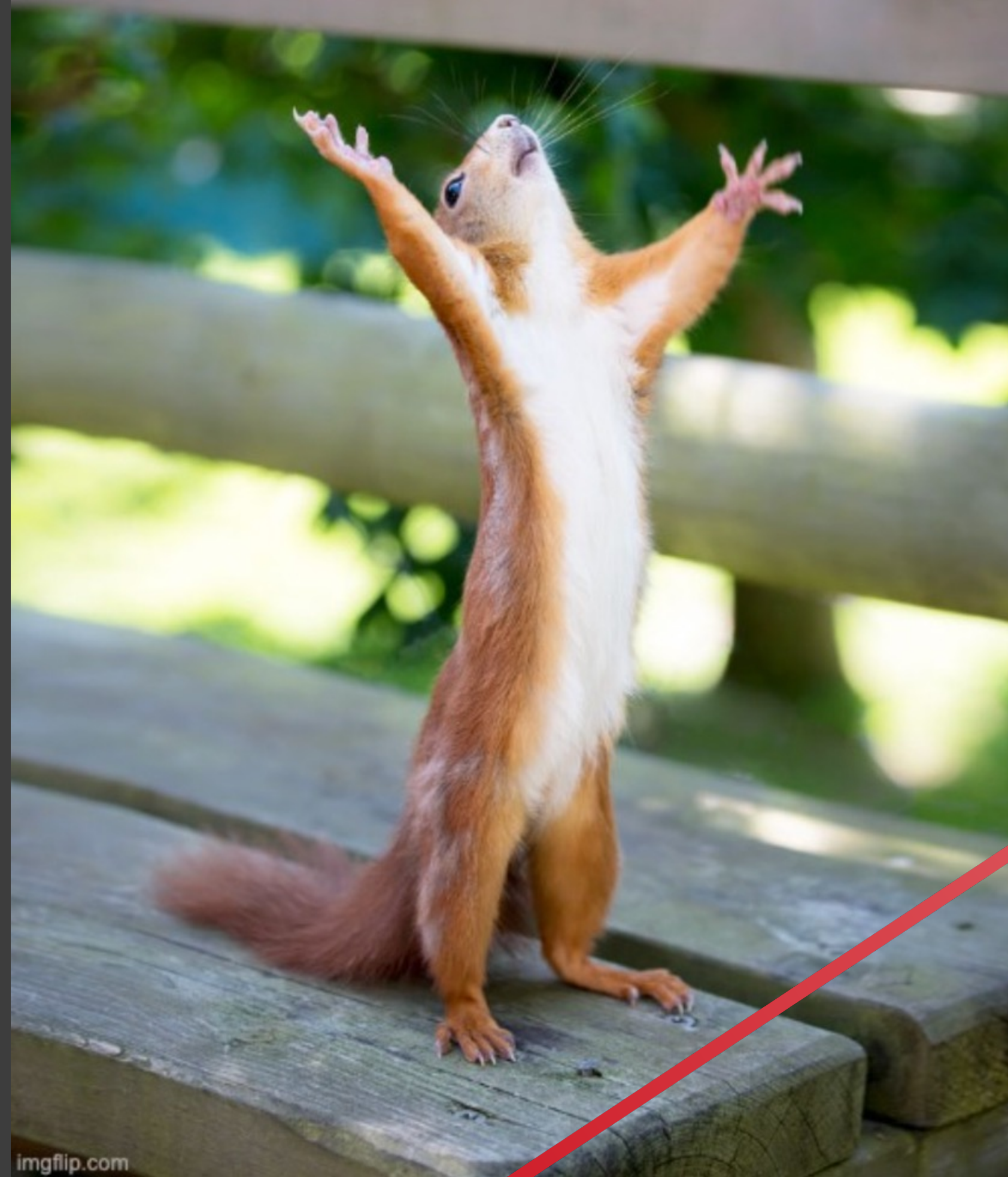
imgflip.com

WHY®

CEO

WHY®

YEAH - I GOT THIS!



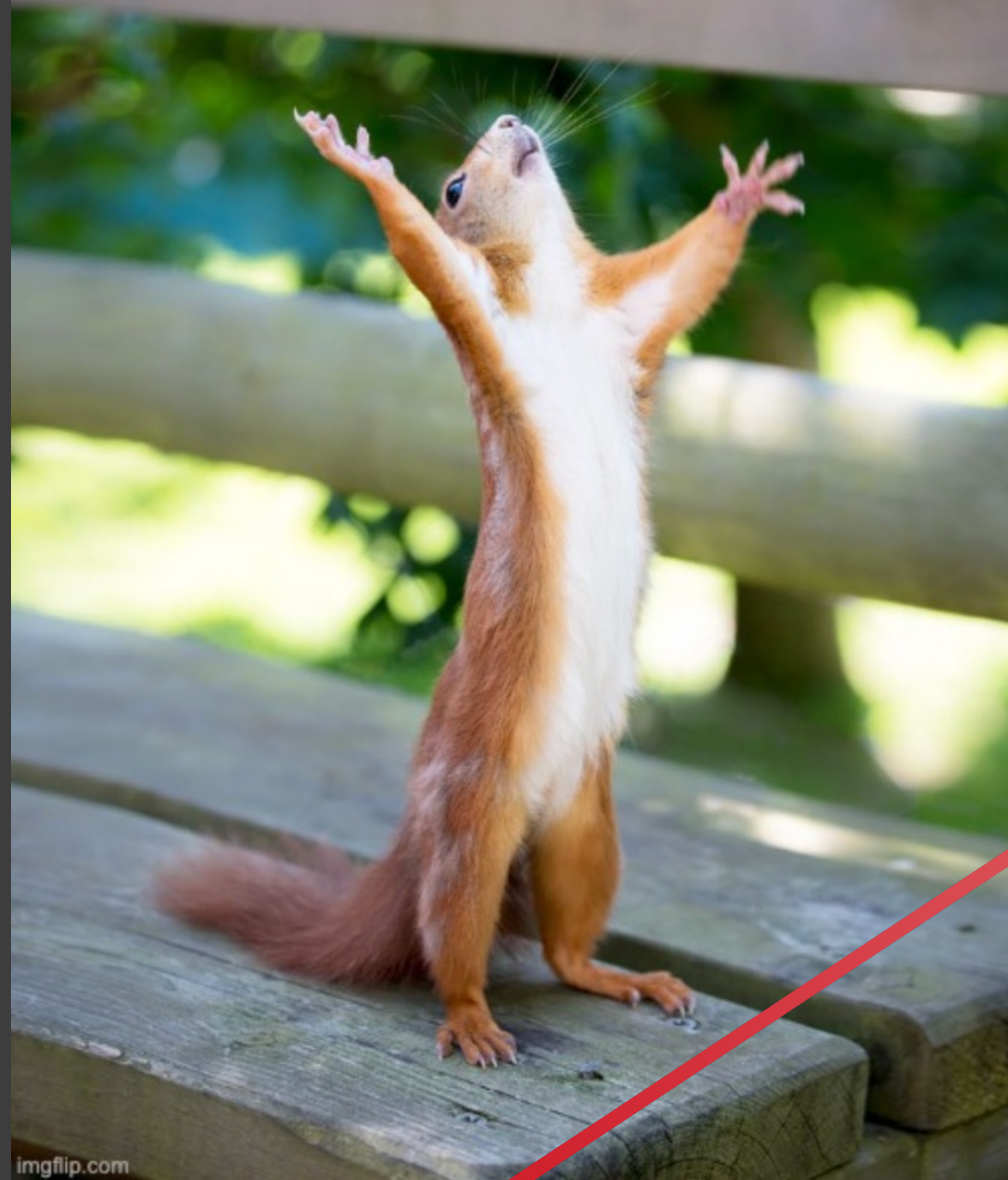
imgflip.com

WHY®

Team

WHY®

YEAH - I GOT THIS!



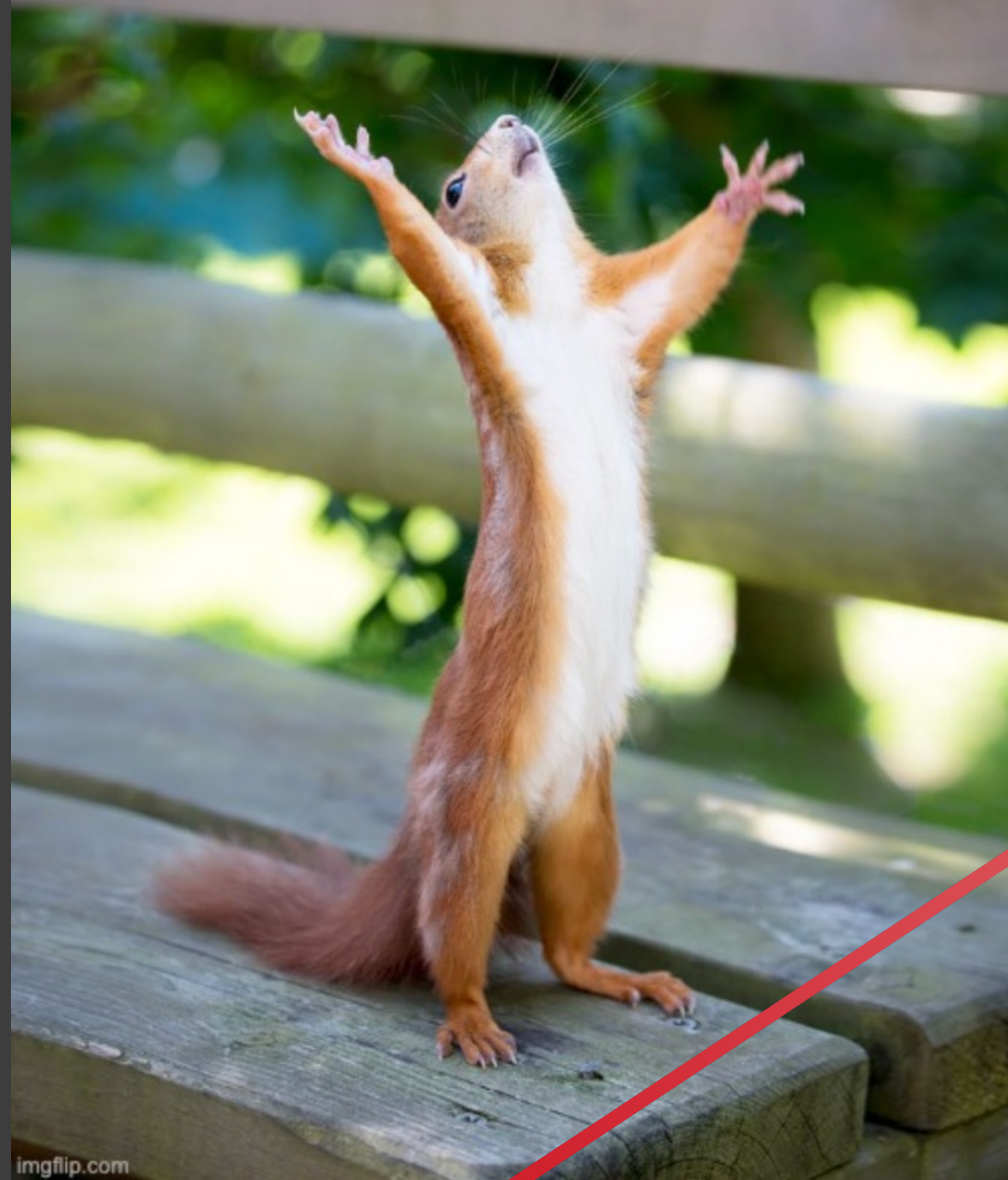
imgflip.com

WHY®

Even
t

WHY®

YEAH - I GOT THIS!



imgflip.com

WHY®

KETAN AKWANA

BETTER WAY
MASTERY
CONTRIBUTE



WHY®

*BRIAN
GRASSO*

CHALLENGE
SIMPLIFY
CONTRIBUTE



*CARRIE
CAMPBELL*

CONTRIBUTE
CHALLENGE
TRUST

WHY®

DR. ROSIE WARD

CHALLENGE
BETTER WAY
CONTRIBUTE

WHY®

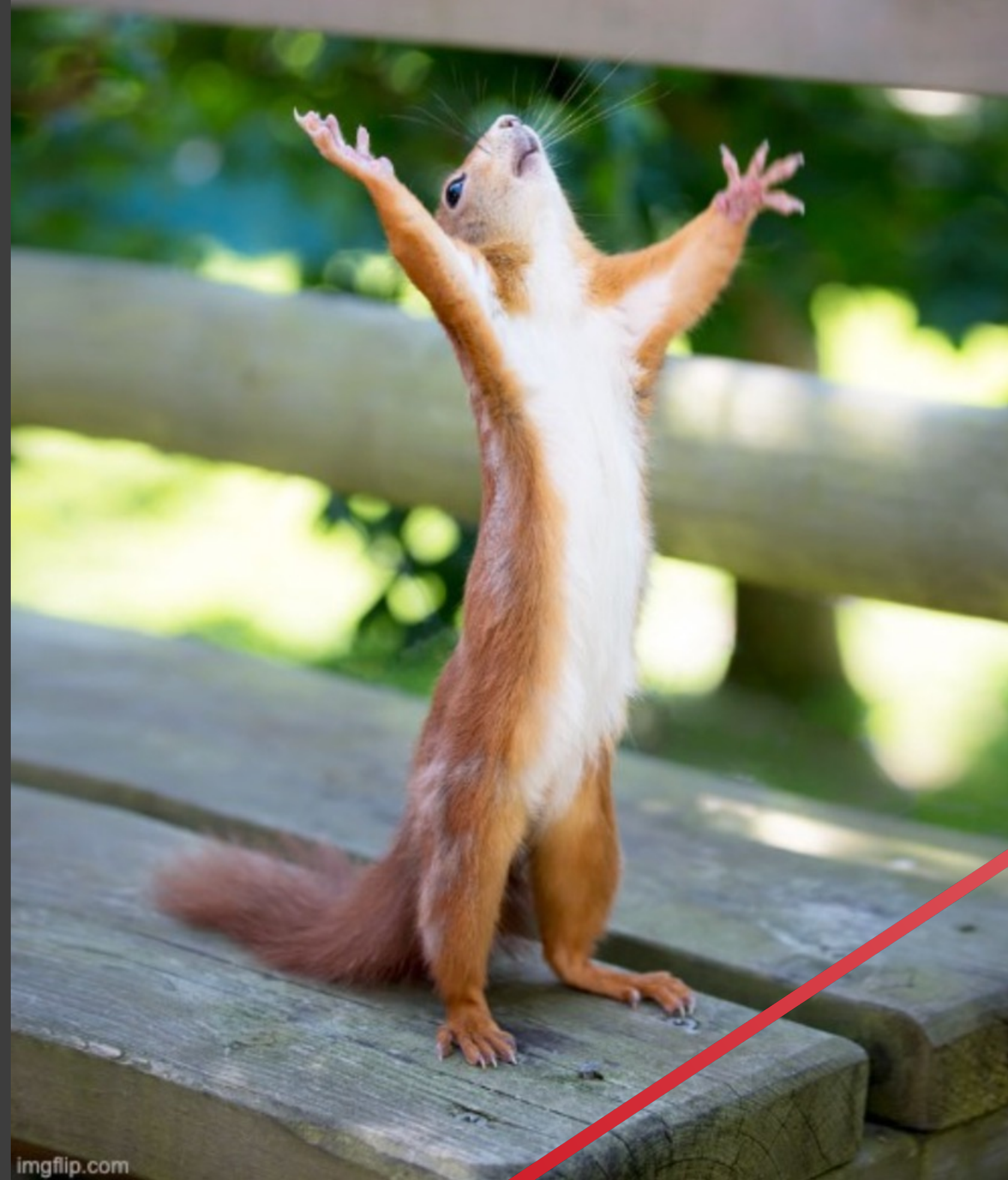
STEVE LEVINE



CHALLENGE
MAKE SENSE
CONTRIBUTE

WHY®

YEAH - I GOT THIS!



imgflip.com

WHY®

WHY®

WHY®

FUNDAMENTALS

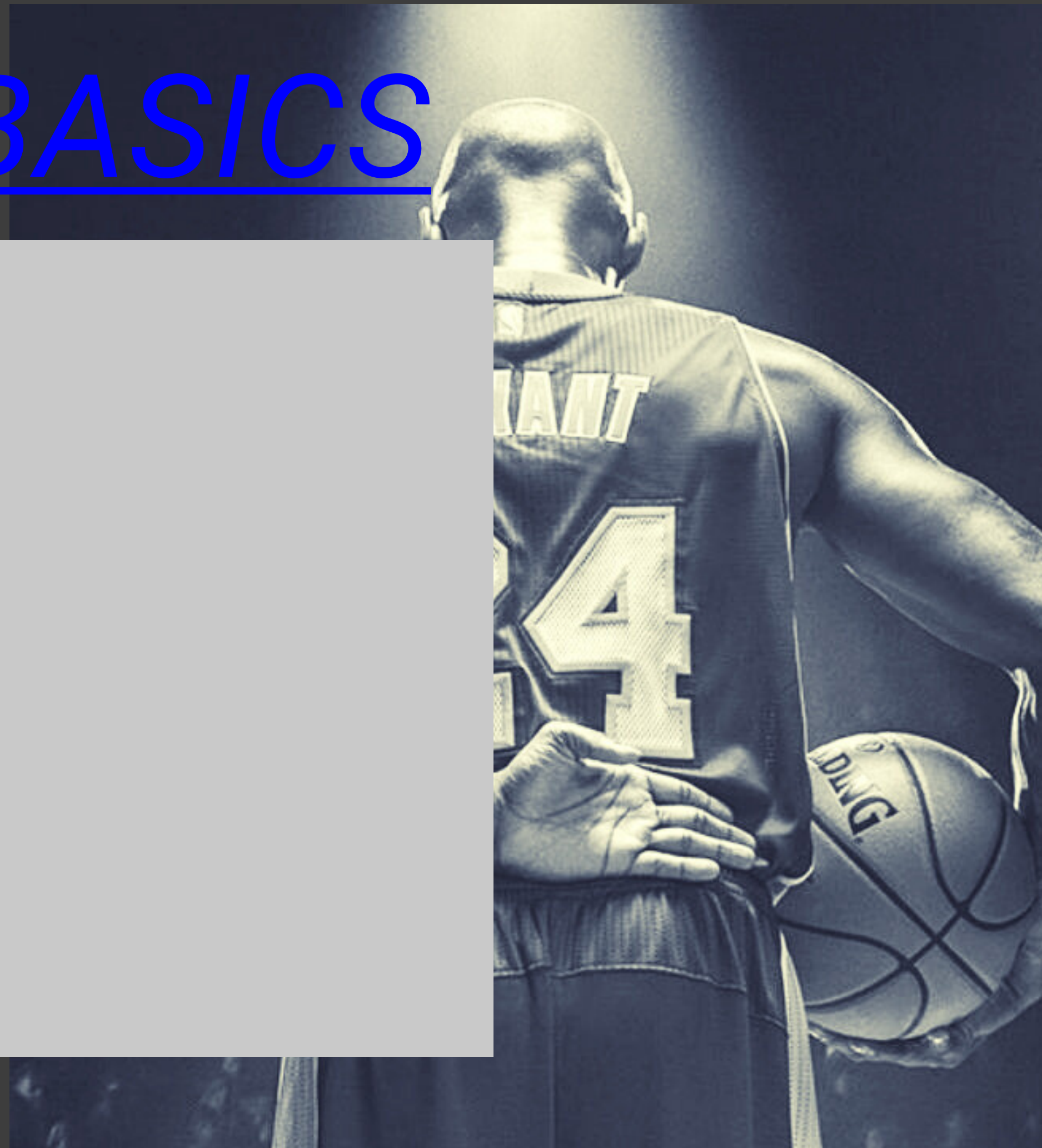
PART 1

BASICS:

*THE ESSENTIAL FACTS OR
PRINCIPLES OF A SUBJECT
OR SKILL*

WHY®

BACK TO THE BASICS



WHY®



CHAT GPT

"PICTURE THE BASICS AS ..."

WHY[®]



CHAT GPT

*THE SUPERHERO TRAINING FOR A **WHY**.OS
CERTIFIED COACH!*

WHY®

A grayscale photograph of a person from behind, wearing a soccer jersey and pants, standing on a grassy field. A soccer ball is at their feet. In the background, a soccer goal is visible. A red diagonal line runs from the top left corner across the image.

CHAT GPT

*BY GETTING REALLY, REALLY GOOD AT
THEM...*

WHY®

A grayscale photograph of a person from behind, wearing a soccer jersey and leggings, standing on a grassy field. A soccer ball is at their feet. In the background, a goal is visible. A red diagonal line runs from the top left corner. The text 'CHAT GPT' is overlaid in white, bold, italicized font at the top.

CHAT GPT

*YOU'RE LIKE A SUPERHERO WITH AMAZING
COACHING POWERS,*

A white circular logo with the word 'WHY' in bold, black, sans-serif font, followed by a registered trademark symbol.

WHY®



CHAT GPT

*HELPING PEOPLE UNCOVER THEIR
EXTRAORDINARY TALENTS AND DREAMS.*

WHY[®]

A grayscale photograph of a person from behind, standing on a grassy soccer field. The person is wearing a dark t-shirt with a white outline of a soccer ball on the back and dark leggings. They are looking towards a soccer goal in the distance. A red diagonal line runs from the top left corner across the image.

CHAT GPT

IT'S AN EXHILARATING ADVENTURE!"

WHY®

THE 9 WHYS

CONTRIBUTE

TRUST

MAKE SENSE

BETTER WAY

RIGHT WAY

CHALLENGE

MASTERY

CLARIFY

SIMPLIFY

WHY®

9 WHYS CARDS



9 WHYS SHEETS



PROSPECT FORMULA

Your **WHY** came back as _____.
What a wonderful **WHY** you have!

Some of the GREAT things about people
who have that **WHY** are...

Some of the challenges that people with
the **WHY** of _____ have are...

How does that feel to you?

*Have you experienced this?
Can you give me an example?*

WHY®

THE 9 WHYS PACKETS





ACTIVITY

*PRACTICE ALL 9 AS IF
THEY'RE A PROSPECT*

WHY®

BREAK

WHY®

WHY®

WHY®

FUNDAMENTALS

PART 2

WHW LANGUAGE SHEET

WHY.[®]

ACTIVITY

CREATE A WHY.OS TO PRACTICE

3 PER PERSON

WHY.[®]





CONTRIBUTE

WHY

*I BELIEVE
THAT
SUCCESS
HAPPENS
WHEN I
CONTRIBUTE
TO A GREATER
CAUSE*

WHY®

HOW



WHAT

*ULTIMATELY
WHAT I BRING
IS A WAY TO
CONTRIBUTE
AND ADD
VALUE (HAVE
AN IMPACT
ON THE LIVES
OF OTHERS)*

WHY

***I BELIEVE THAT
SUCCESS
HAPPENS
WHEN
RELATIONSHIPS
ARE BASED
UPON TRUST***

WHY®

TRUST

HOW



WHAT

***ULTIMATELY
WHAT I BRING
IS A TRUSTING
RELATIONSHIP
WHERE
OTHERS CAN
COUNT ON ME***

MAKE SENSE

WHY

***I BELIEVE THAT
SUCCESS
HAPPENS
WHEN WE MAKE
SENSE OF THE
COMPLEX***

HOW

***HOW I DO THAT
IS BY SOLVING
COMPLEX AND
CHALLENGING
PROBLEMS***

WHAT

***ULTIMATELY
WHAT I BRING
ARE
SOLUTIONS
THAT MAKE
SENSE***

WHY®

BETTER WAY

WHY

***I BELIEVE THAT
SUCCESS
HAPPENS
WHEN WE FIND
A BETTER WAY
& ARE ABLE TO
SHARE IT***

HOW

***HOW I DO THAT
IS BY FINDING
BETTER WAYS
AND SHARING
IT***

WHAT

***ULTIMATELY
WHAT I BRING
IS A BETTER
WAY TO MOVE
FORWARD.***

WHY®

WHY

***I BELIEVE THAT
SUCCESS
HAPPENS
WHEN THINGS
ARE DONE THE
RIGHT WAY***

WHY®

RIGHT WAY

HOW

***HOW I DO THAT
IS BY CREATING
AND
FOLLOWING
SYSTEMS &
PROCESSES
THAT LEAD TO
PREDICTABLE
RESULTS***

WHAT

***ULTIMATELY
WHAT I BRING
IS A RIGHT
WAY TO GET
PREDICTABLE
RESULTS***

WHY

***I BELIEVE THAT
SUCCESS
HAPPENS
WHEN WE
THINK OUTSIDE
THE BOX***

WHY®

CHALLENGE

HOW

***HOW I DO THAT
IS BY
CHALLENGING
THE STATUS
QUO AND
THINKING
DIFFERENTLY***

WHAT

***ULTIMATELY
WHAT I BRING
IS AN OUTSIDE
THE BOX
SOLUTION***

MASTERY

WHY

*I BELIEVE THAT
SUCCESS
HAPPENS
WHEN WE DIVE
IN DEEP AND
UNDERSTAND
THE NUANCES*

HOW

*HOW I DO THAT
IS BY SEEKING
DEPTH,
BREADTH, AND
DETAILS*

WHAT

*ULTIMATELY
WHAT I BRING IS
A DEEP
UNDERSTANDING*

WHY®

WHY

***I BELIEVE THAT
SUCCESS
HAPPENS WHEN
THINGS ARE
CLEAR TO BE
ABLE TO MAKE A
DECISION***

WHY®

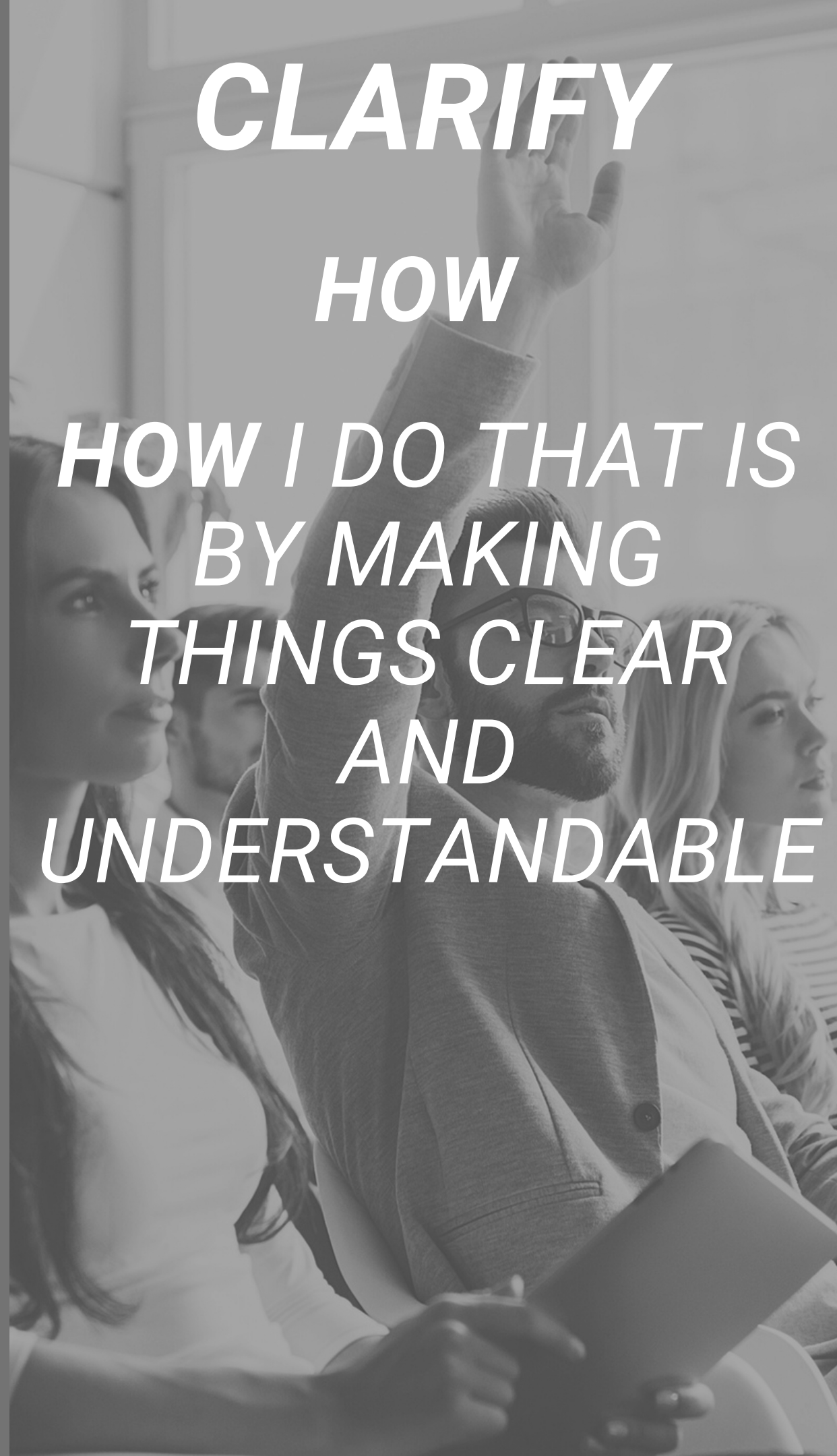
CLARIFY

HOW

***HOW I DO THAT IS
BY MAKING
THINGS CLEAR
AND
UNDERSTANDABLE***

WHAT

***ULTIMATELY
WHAT I BRING IS
A CLEAR
SOLUTION***



SIMPLIFY

WHY

***I BELIEVE THAT
SUCCESS
HAPPENS WHEN
THINGS ARE
SIMPLE,
UNCOMPLICATED
, AND EASY TO
UNDERSTAND***

WHY®

HOW

***HOW I DO THAT
IS BY MAKING
THINGS SIMPLE
AND EASY TO
USE***

WHAT

***ULTIMATELY
WHAT I BRING IS
A SIMPLE
SOLUTION***

CREATE A FULL WHY.OS

PRACTICE WITH A “PROSPECT”

WHY.[®]

Full WHY.os

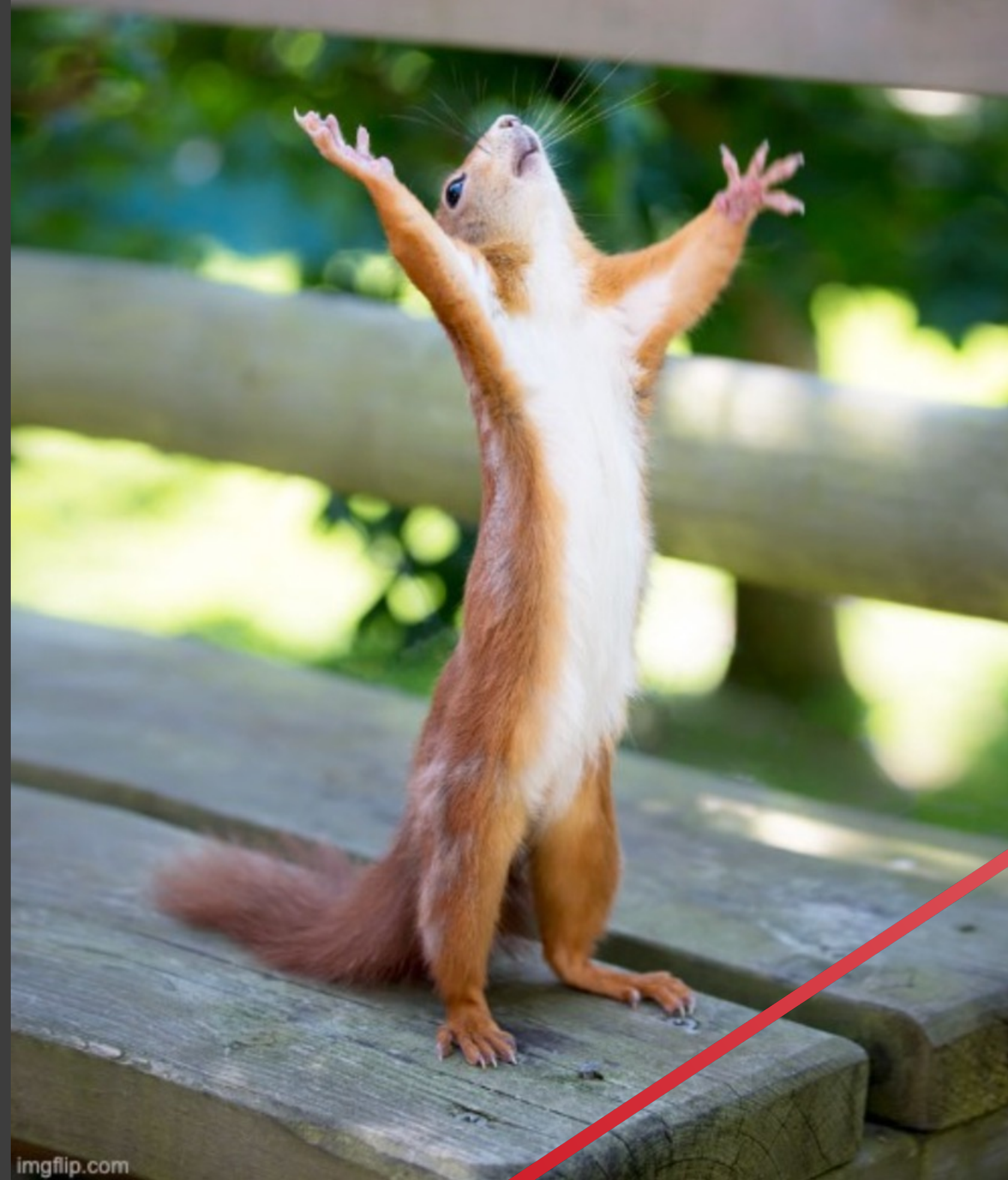
Contribute - Simplify - Trust - Right Way - Clarify - Make Sense - Better Way - Challenge - Mastery

Full WHY.os

Contribute - Mastery - Trust - Make Sense - Right Way - Better Way - Simplify - Clarify - Challenge

WHY[®] *SCENARIOS*

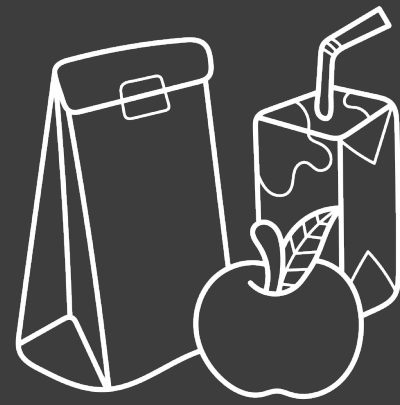
YEAH - I GOT THIS!



imgflip.com

WHY®

LUNCH BREAK



WHY®

WELCOME TO THE STAGE: BETTY BURKS



BETTER WAY
SIMPLIFY
RIGHT WAY

WHY®



WHY + Action = Traction

Working Your Network



**What's WHY.os Got to Do
With It?**

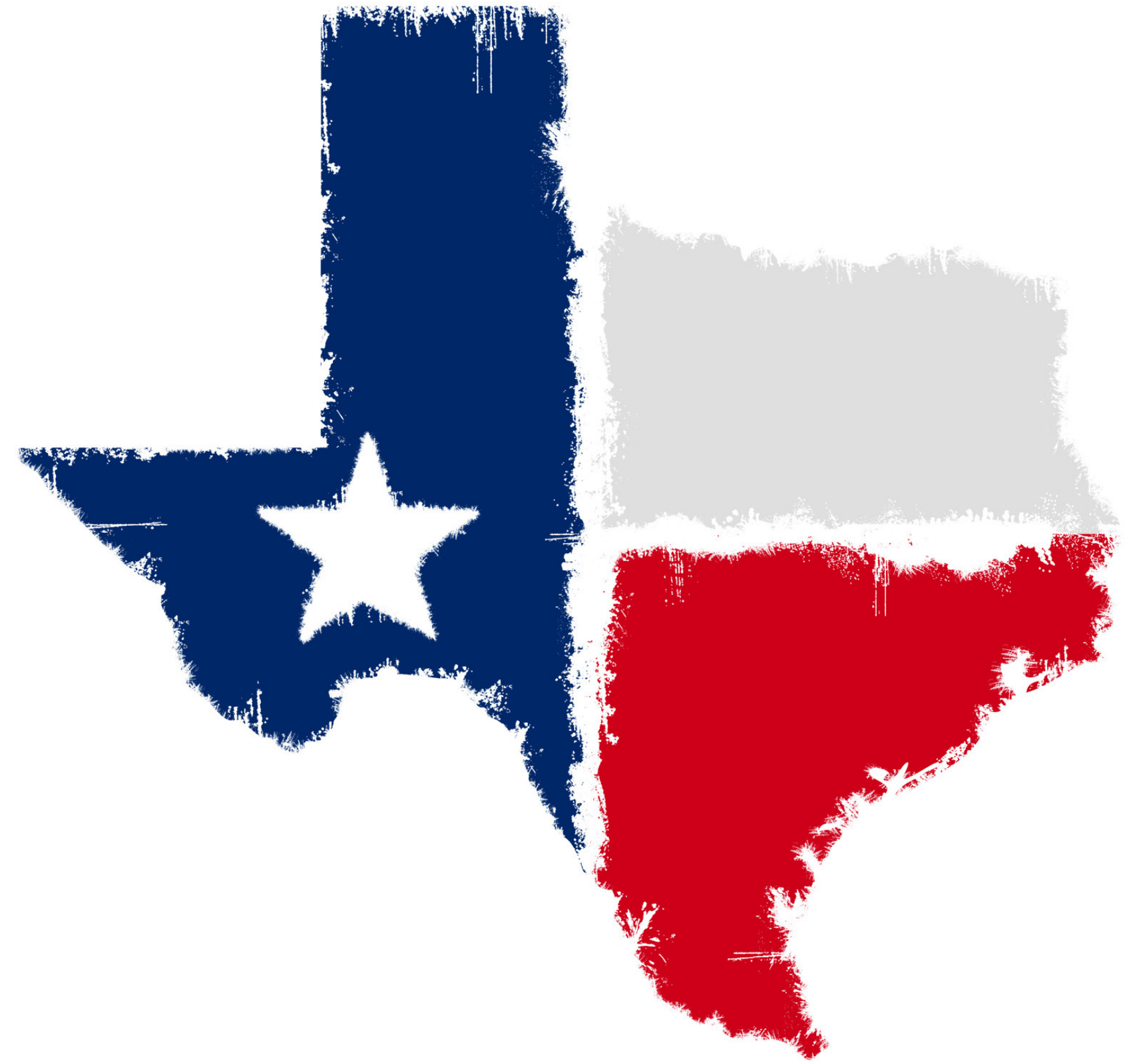




**6 Degrees of
Separation
Theory**

**Everything's
bigger in...**

Or is it???



Identify the Trailblazers in Your Industry

- Contributor
s



Identify the Trailblazers in Your Industry

- Contributors
- Career Status



Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity



Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors



Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors
- Results Driven



Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors
- Results Driven
- Propensity to Coach Others



Identify the Trailblazers in Your Industry

- Contributors
- Career Status
- Diversity
- Connectors
- Results Driven
- Propensity to Coach Others
- Commitment



WHY Ed Leaders Group

Know your **WHY**®

- **WHY**



WHY Ed Leaders Group

Know your **WHY**®

- **WH**
- **HO**
- **W**



WHY Ed Leaders Group

Know your **WHY**®

- **WH**
- **HO**
- **WHAT**





FEEDFORWAR

D Knowing WHY you are doing WHAT you are doing is CRITICAL to success.





WHY®

WHY + Action = Traction

- *Will your WHY drive you to Action?*
- *HOW will you start and WHEN?*
- *WHAT commitment are you willing to make RIGHT NOW?*

WELCOME TO THE STAGE: WATSON JORDAN

*BETTER WAY
MAKE SENSE
CONTRIBUTE*



WHY®

WHY THE HANDSTAND?



*YOU ARE GOING TO BE REMEMBERED FOR
SOMETHING - MAKE SURE YOU KNOW WHAT IT IS*



TEAM EVENTS - MATERIALS





GOLD

Treat others how **you** want to be treated.

PLATINUM

Treat others how **they** want to be treated.

WHY Activity



Yes, and

TEAM EVENTS - PERSONALIZE

MAKE IT EASY FOR THEM TO LEARN ABOUT THEMSELVES

- **WHY:** I believe that success happens when we make sense of the complex
- You believe success comes from making sense of the complex and challenging. You are the ultimate problem solver. You have an uncanny ability to take in lots of data and information and make it understandable. You consider factors, problems, and concepts, which you then organize into solutions. You also have a gift for articulating a solution and summarizing it clearly.

Make Sense



bonnie cotter
director of advancement



laurie sullivan
student support specialist k-8



karen himebaugh
director of finance



This is Your Personal **WHY**.os Statement

WHY: I believe that success happens when we find a better way & are able to share it

HOW: HOW I do that is by making things simple and easy to use

WHAT: Ultimately WHAT I bring are solutions that make sense



TEAM EVENTS - FULL WHY

MAKE IT EASY FOR THEM TO LEARN ABOUT THEMSELVES

The John Crosland School				WHY®		FULL WHY MATRIX			
	WHY	HOW	WHAT						
Hallie Rojas	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

—

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.

The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojas	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.

The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong

our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.



The John Crosland School

WHY®

FULL WHY MATRIX

	WHY	HOW	WHAT						
Hallie Rojeski	Better Way	Simplify	Make Sense	Trust	Challenge	Right Way	Contribute	Clarify	Mastery
Keri Cauthen	Trust	Clarify	Contribute	Right Way	Mastery	Better Way	Make Sense	Simplify	Challenge
Karen Himebaugh	Make Sense	Clarify	Trust	Contribute	Better Way	Right Way	Mastery	Challenge	Simplify
Laurie Sullivan	Make Sense	Simplify	Contribute	Trust	Better way	Clarify	Right way	Challenge	Mastery
Jennifer Bailey	Better Way	Make Sense	Contribute	Right Way	Simplify	Challenge	Trust	Mastery	Clarify
Ted Moore	Contribute	Make Sense	Trust	Better Way	Simplify	Challenge	Mastery	Right Way	Clarify
Bonnie Cotter	Make Sense	Better Way	Contribute	Trust	Challenge	Mastery	Simplify	Right Way	Clarify
Antoine Brisbon	Contribute	Simplify	Right Way	Mastery	Trust	Make Sense	Challenge	Better Way	Clarify
Charlie Heard	Mastery	Make Sense	Clarify	Right Way	Simplify	Contribute	Trust	Better Way	Challenge
Vivian Cutajar	Trust	Right Way	Contribute	Make Sense	Better way	Simplify	Mastery	Challenge	Clarify

belong



our mission is to transform the lives of our students who have learning differences by providing a holistic, individualized education in a diverse and nurturing community where each student belongs.





WHY®

MY SON WILLIAM

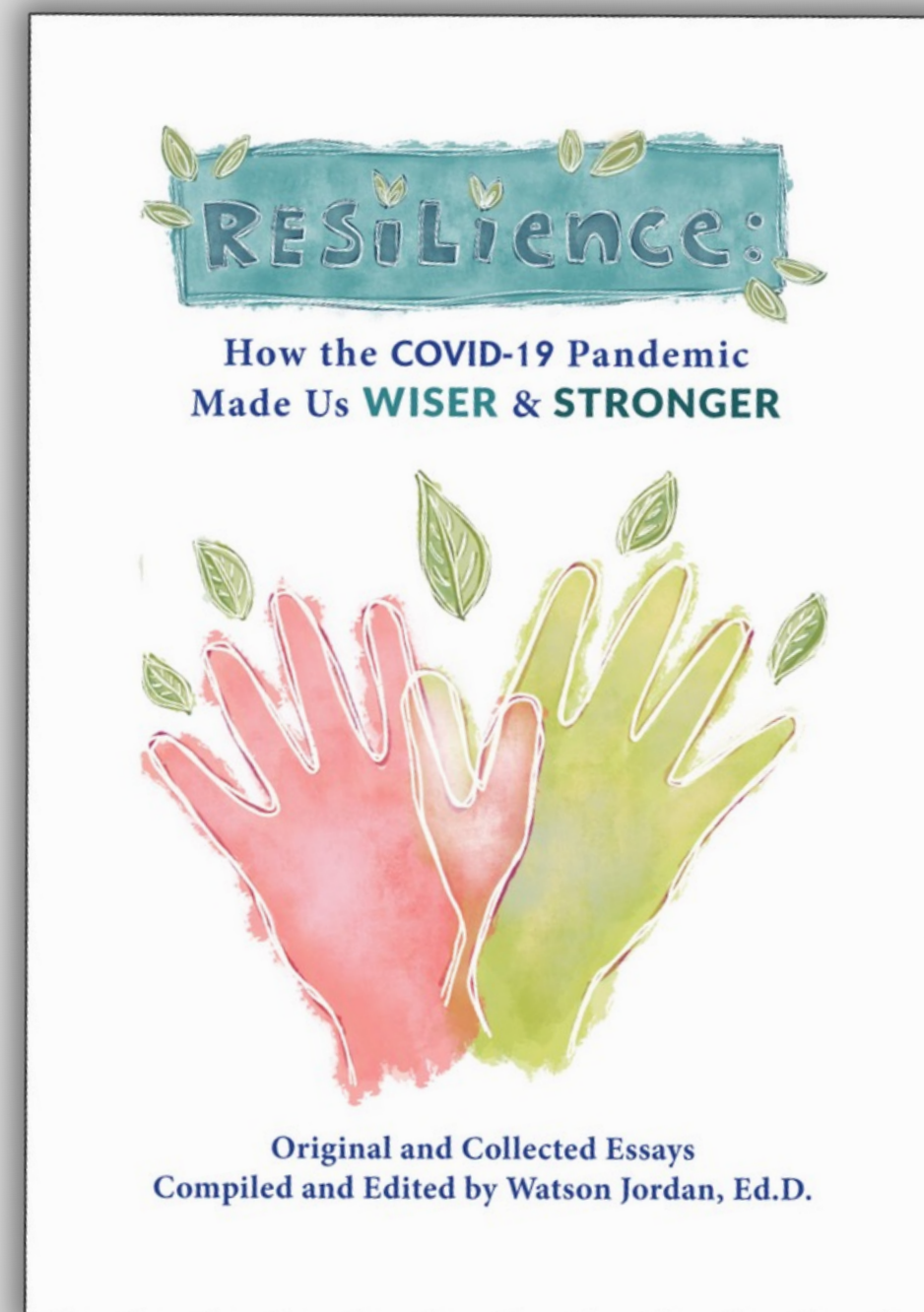
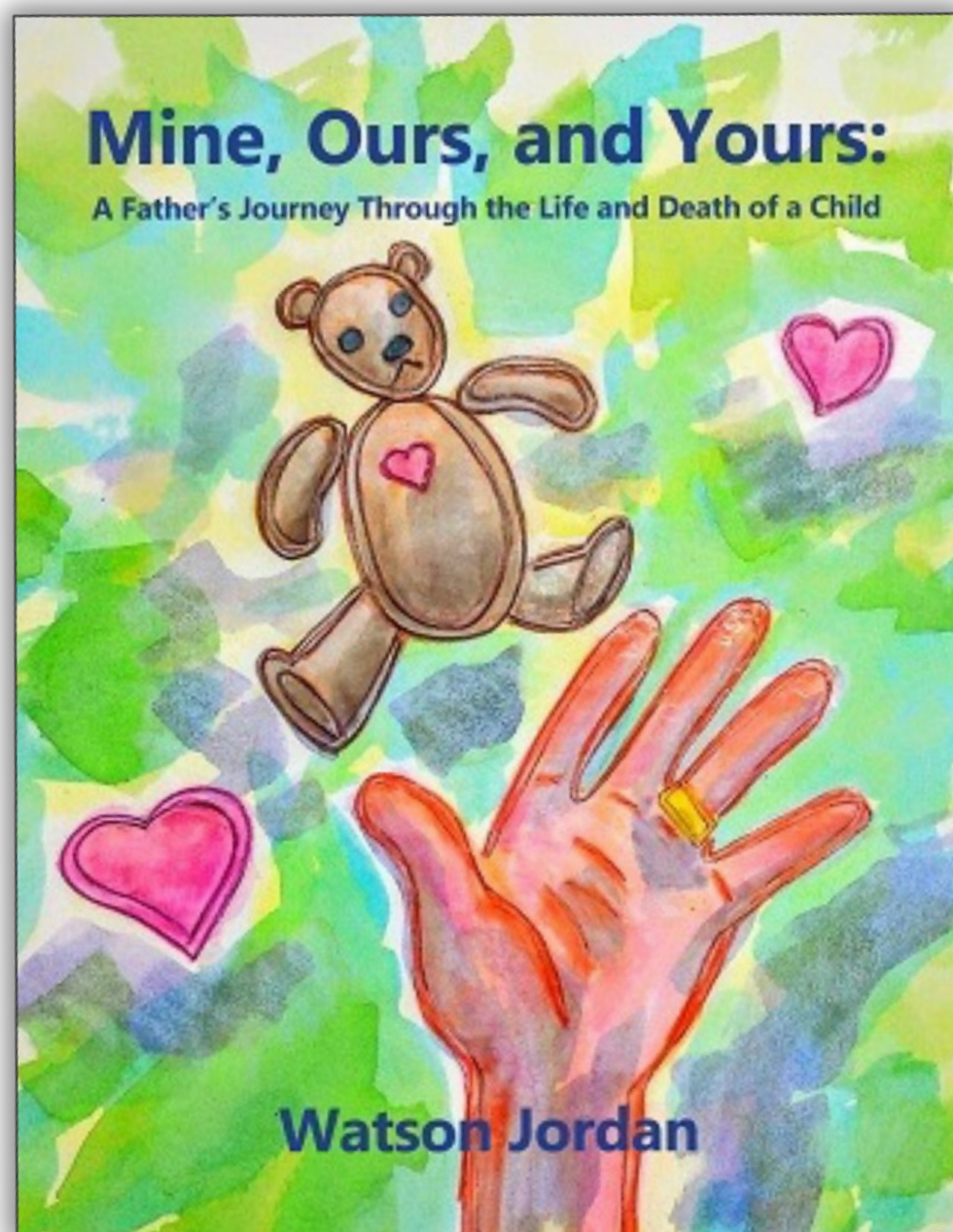
WHY®

*38 YEARS OLD
STARING OUT THE
WINDOW*

*ASK A BETTER
QUESTION - NOW
THAT I HAVE
TALKED ABOUT
WHAT I DO*

*LET ME TELL YOU
WHY I DO IT*





BETTER QUESTIONS

- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*
- *WHAT COMMUNITIES DO YOU BELONG TO?*
- *WHAT IS YOUR CORE BELIEF?*

A white circle containing the word "WHY" in bold, black, sans-serif capital letters, followed by a registered trademark symbol (®).

WHY®

WHAT IS RESILIENCE?

NOT ERNEST SHACKLETON

*EVERYDAY PEOPLE LIKE
YOU AND ME*





The Resilience Initiative **WORKBOOK**

A Quick Powerful Guide to
**Utilize the 5-3-1 Plan to
Build your Resilience**



Who is in your **INNER** **CIRCLE?**

Who are the **FIVE**
people you spend
the most time with?

Feel GREAT
about them!



BETTER QUESTIONS

- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*



WHY®

Which three Communities do you **BELONG** to?

**Spiritual? Physical?
Emotional? Interests?
Hobbies? Passions?**

- Groups that you invest in and harvest from.
- Groups that help you move toward your best self.



BETTER QUESTIONS

- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*
- *WHAT COMMUNITIES DO YOU PARTICIPATE IN?*



WHY®

What is your? **CORE BELIEF.**

How would you
fill in these blanks?

- 🌀 As long as _____
_____, everything will work out.
- 🌀 Deep in my heart, I will always know that
_____.
- 🌀 Whenever I _____
_____, I always feel great.
- 🌀 I know _____
_____, is true and I depend upon it.



BETTER QUESTIONS

- *WHY DO YOU DO WHAT YOU DO?*
- *WHO IS YOUR INNER CIRCLE?*
- *WHAT COMMUNITIES DO YOU PARTICIPATE IN?*
- *WHAT IS YOUR CORE BELIEF?*
- **ACTIVITY** -- *WHO ARE TWO PEOPLE YOU ADMIRE? GUESS THEIR CORE BELIEF - LATER TODAY...CALL THEM TO DISCUSS.*

BREAK

WHY®



WORST CASE SCENARIOS

WHY®

*LET ME
TELL YOU A
STORY...*

WHY®



THE WISDOM COMMUNITY



WHY®

*ANOTHER
STORY...*

WHY®



WE'VE ALL BEEN THERE...

**PLEASE STANDYBY.
WE'RE EXPERIENCING
TECHINICAL DIFFICULTIES.**

WHY®



WHAT'S YOUR WORST SCENARIO?

REAL OR IMAGINED

WHY®

CLOSING

WHY®

A hand is shown at the top of the frame, squeezing a slice of orange over a glass. The glass is filled with a reddish-orange liquid and ice cubes. The glass has a textured, diamond-patterned base. The background is dark and out of focus, with some red bokeh lights visible on the right side. The overall atmosphere is warm and sophisticated.

COCKTAIL HOUR

With snacks and refreshments

WHY®